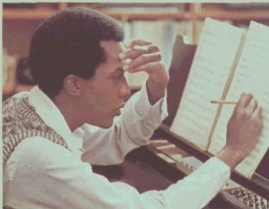


The low-tar cigarette with the recessed tip.



*The thoughtful choice
in low-tar smoking.*

Most low-tar
cigarettes are flush-tipped. So tar build-
up is flat against your lips.

But Parliament
has the recessed tip.
That means tar
buildup never
touches your lips. All you get is that
neat, clean taste.

So if you're trying to find a low-
tar cigarette that tastes good,
why not choose the one with
the difference, Parliament with
the recessed tip.



Kings: 11 mg. "tar," 0.9 mg. nicotine—
100's: 11 mg. "tar," 0.9 mg. nicotine
av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Parliament

